



The Truth About Overnight Success with Abby Walker

THRIVE BY DESIGN WITH TRACY MATTHEWS

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You're listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.

Tracy: Welcome to the Thrive-by-Design podcast episode 125. Wow, I can't believe we're already to the end of November. Here we go. Holiday season is right around the corner. It's actually here, I don't know why I'm talking about 'right around the corner', we just had Black Friday and Cyber Monday and Small Business Saturday. Now, we're diving into really rolling out this holiday season, making it a huge success and getting to the next level with your biz. I'm excited because New Year's are great time to fresh-start. So the end of the year, I like to do lot of things about inspiring stories, about people who've made it and overcome obstacles, and all that sort of thing. Plus, a lot of other goodies. Today, I have a very special guest today on the show. Her name's Abby Lou Walker, and no, she is not a jewelry designer or even in the jewelry industry. But she is in a product-based business and she makes really comfy insoles for your shoes. If you girls like to wear high heels, definitely check out this episode and check out what she's going to say. Even if you don't, there are some really great lessons here in this episode that they are going to learn about the truth about overnight success. Because it's a little different than most of you think. I remember when we started Flourish & Thrive Academy I was interviewing Melissa Joy Manning and one of designers said something to me along the lines of, "I can't believe what an overnight success Melissa is." I started laughing to myself. I'm like, "What is this overnight success thing that you're talking about? Melissa has been at this for over 20 years." I realize that all a lot of designers see is maybe the present success that a designer's having. But in real life, a lot of hard work, a lot of grit, a lot of failure, a lot of overcoming obstacles, a lot of dealing with mindset, all that stuff comes into play. I love talking about this stuff because it is really the plight of an entrepreneur and someone who has a passion-based





business, where they're trying to get product out there into the world that they are really passionate about and they want to sell it and they want to see it on their dream customers. In fact, this is like the whole foundation of what Laying The Foundation, our signature course is about. We'll be releasing that live again here coming in January, so get excited. We're going to be sharing with you some really special stuff coming up about it. I got in a call with Abby Walker a couple of months ago. We were talking a little bit about e-commerce, because I was looking for e-commerce experts to come and speak to our SOS Accelerator program. The conversation started off with a goal, like, "Can you come talk about how you've grown your e-commerce business so quickly, but then it quickly pivoted to something really more real about how hard it can be to start a business and to get your e-commerce company going and that takes a little testing and trial. But when you get that one thing and you just... I did just snap. Then everything takes off. She's going to share her story today. The reason why I wanted to call this "The Truth about Overnight Success", because in the post-interview you're not going to hear her say this on the actual interview. She said something like one of my favorite quotes, is that quote or that saying that every overnight success takes about ten years. It's true because a lot of people are working on it for a long time before success actually happens. But what keeps you going is that drive and that passion and your ability to overcome obstacles and to be resilient in the face of failure and things that don't go right. Sometimes, you have to even work a little bit of a side-job or have a side-hustle in order to get to that next step, to get your business kind of off the ground. We've all been there at one point or another. I've done it at many times in my life when I started my first business. I was working full-time in a retail sales job. I put myself to school full-time while I was working full-time and starting my jewelry business. We do what we got to do in order to get going because we are passionate about what we love and what we do. When I started Flourish & Thrive Academy, or actually when I started my next jewelry business, I quit teaching yoga when I started Flourish & Thrive Academy, but when I started my second jewelry business back in 2010, I was teaching yoga on the side to help pay the bills because I was starting up, I was starting over, didn't have a lot of sales in the beginning and that's what I had to do. In order to get my business off the ground and to keep things going and you've heard my story probably many times, but I was persistent, I was consistent, and I ended up taking that first round of \$2,000 in sales that my first month of really going for it and built that





into over \$30,000-a-month in profit. I continue to bill multiple five figures every single month. My business is multiple six figures just doing it part-time. There, you can do these guys. You've just got to figure out what's right for you. If you're not in the fine jewelry industry like me or you do not have something that is going to maybe scale in the same way as Abby's business has, just try to figure out what works for you. I think that's really the point of the story. That's how you're going to find your vision of success, which I think is really important. I talk about this all the time. I want to introduce Abby before we dive into the episode. Abby is the CEO of Vivian Lou Inc. It's a single-product company dedicated to helping women look and feel better in high heels. She started her company while being a full-time working mom after picking up the phone and asking one simple question. A short two years later, she strapped on a pair of her favorite high heels and walked away from corporate America. Her mission as the CEO of Vivian Lou is to empower women to wear heels four times longer without the pain, so they can focus more on their dreams and less on their feet. She's written a book, 'Strap on a Pair' to inspire fellow middle-aged, middle-management, middle-class moms to take the first step, or the next step towards finding their something more. I just got the chills reading that because I know so many of you in this community are in that same boat. I'll be honest, I'm middle aged. I don't have kids, but I'm always looking for my next step. We want to do that confidently and gracefully and for a lot of you out there, especially those of you who are moms, you got a lot on your plate. I know that many of you have started a jewelry business and a home-based jewelry business oftentimes so that you can pick your kids up before and after school, and so you can be a part of their lives, and so you can make some money on the side to help support your family, or make full-time income to help support your family. Many of the designers that we mentor are the breadwinners in the family. I just want you to know, you're not alone. Abby's got a great story and she's got amazing energy, so get excited. It's going to be a great episode. Let's dive right into the interview.

Alright. Today on the Thrive-by-Design podcast, I have a very special guest with me today, Abby Lou Walker. I'm excited to have Abby because when I originally was introduced to her, we were talking a little bit about e-commerce, because as you know, we have just released our SOS Accelerator coaching program and I was looking for experts to talk a little bit more about e-commerce strategies. Then we got into a really interesting conversation and she's like, "You know what? I've been through a lot of struggles. I had to overcome some obstacles,





and now I have a really successful e-commerce business." I wanted to bring Abby on the show today to talk a little bit more about how she's grown her business, Vivian Lou. We're going to talk a little bit more about how she's kind of overcome failure and obstacles. Spoiler alert, I feel like I just shared the whole episode there. [laughter]

Abby: [laughter] That's hilarious.

Tracy: Anyway, welcome to the show, Abby.

Abby: Well, thank you so much for having me. I'm honored to be here.

Tracy: Yes, so we were introduced by mutual friend and we got to chatting a little bit about e-commerce and you're like, "I love it. I've been able to grow this business really fast. I've been able to replace my corporate income within X period of time" I'm not going to share the whole story. I'm going to let you share that. But hasn't been without hardship and I think people look at growing a business like, "Ohh, it's an overnight success." But there's really a lot of hard knocks involved. I wanted to have you on the show to just talk about your real-life story and your journey into entrepreneurship and e-commerce. Welcome. Thanks so much for being here again.

Abby: Sure. Thank you.

Tracy: To get started, tell us a little bit more about your background, how you got into an e-commerce business. I know it wasn't really on purpose.

Abby: Right, right. Sure, I'd love to. I run the company Vivian Lou, and it's www.VivianLou.com, and we or I sell insoles that empower women to wear high heels four times longer. This venture kind of started off in late 2012. I was in corporate America, and to be quite honest, I kind of felt like I was dying a slow death.

Tracy: [laughter]

Abby: I could lost myself.

Tracy: Dying a slow death.

Abby: Dying a slow death.





Tracy: I love it. It's so dramatic.

Abby: Yes. Working mom with two young kids. The nine-to-five was such a grind for me. I was looking for an outlet really to help me find me again. I started a blog called 'Momma's Shoes' and I literally just blogged on the weekends about shoes, because I love high heels. I was kind of just this outlet for me to find myself again. I did that for a while and I had a whole whopping 36 readers.

Tracy: Woo.

Abby: That's how massive this blog was.

Tracy: I think a lot of designers in our community can probably feel your pain on some level or another. "No one's reading my blog." There's hope.

Abby: Part of it was I didn't care because it was just so much fun. I was writing about things that I loved. At first, I was really consistent, then I kind of fell off the bandwagon and got back onto it. In January of 2014, I wrote an article on these foot sprays that were designed for women who wear high heels and they alleviated foot pain and reduced inflammation.

Tracy: Foot sprays?

Abby: Yes, foot spray, so you could spray your feet and it reduced pain and inflammation. Awesome in theory. At the time I was working for a company called Natural Wellbeing and we formulated and manufactured holistic supplements. Working in that industry become acutely aware of some of the ingredients that are in some of our beauty products, which are so not pretty.

Tracy: Yes. Not so good, yes.

Abby: To be quite honest. After I published the article, I should have done this prior to pushing 'publish', but I did a little bit more research on the products and I was like, "Ohh!" A lot of them had lidocaine in it, which is the numbing agent that dentists use. I'm like, "If you're wearing high heels you probably shouldn't numb your feet." That just isn't very good approach. Anyway, I hired a clinical and naturopathic doctor and we formulated this foot spray using all organic ingredients that did similar things so it reduced pain and reduced inflammation, but it didn't numb the foot. But we could only manufacture in small batches. That was kind of like a heartbreak moment for me. But I continued to do market





research and I stumbled across a forum where two women were talking about this insole called 'Insolia'. I was like, "Why haven't I ever heard of this? I wear high heels every day, I write a shoe blog, I'm doing research all the time." I just simply picked up the phone and called the chairman and said, "Why have I never heard of your product?" Well, it turns out they are a bunch of MIT engineers and didn't necessarily know how to market product to females so I offered.

Tracy: They're like, "We're just sort of do them for dudes because their feet hurt a lot from wearing flat shoes." [laughter]

Abby: We have this phenomenal product, which was designed by a podiatrist and engineered by a rocket scientist, I mean talk about science that has gone into some product. But they're like, "We can't get it off the ground. We just don't know what we're doing." I was like, "Well, I'll help you market this and take a cut of it for my sales." because he had sent me some sample and this product, of course I'm biased, but I think it is phenomenal. I have them in every single one of my shoes. Women have written us saying, "You saved me. I can now wear high heels again." But at any rate, he came back and said, "No, we're really looking to exit the direct to consumer market. Do you want to take over and be our exclusive distributor in the United States and Canada?" While I had this grand vision of starting my company one day with his foot spray, all of the sudden this business opportunity landed in my lap. I was like, "Ohh, my God." This is the opportunity of a lifetime, but I have no idea what I'm doing. I'm so ill-prepared to take this on." But I took a leap of faith and started Vivian Lou. It was my side-hustle for a while. I called it my hobby business, even though in hindsight, I don't recommend people call it their side-hustle. I called it a hobby. I just worked on it at nights and weekends. Slowly but surely, it started to gain some traction. I quit, I convinced my husband to allow me to quit my full-time job in, I forget what month and year it was, but I had sold out on HSN. I had flown to New York in September 2015 and I had pitched Mindy Grossman, who at the time was the CEO of HSN. I went to pitch her this product. It happened, she loved it. She took it back to HSN and I sold out three times on HSN. I came back and commit my husband, I'm like, "I have to figure this out." He's like, "Alright. I'll give you three months." [laughter]

Tracy: [laughter] "Then you're going back."





Abby: Exactly. At one point earlier in my journey, I took a hiatus and I did have to go back to corporate because I couldn't get the company off the ground. Oftentimes, I learned about failure. As an entrepreneur, I think you have to get comfortable with failure. Because you can fail on big things, like a partnership doesn't work out or an ad doesn't convert, or you can fail on some pretty bigger things like typos on your packaging, which happened to me. [laughter]

Tracy: Ohh, my gosh. That would be the worst.

Abby: But failing in that I couldn't cover my lost corporate salary, so I had to go back and get a job. But I feel like, as an entrepreneur, if you truly, truly believe in what you have to offer, you just never fail on that big dream. You can fail on the tactics; you can fail on the small things and get used to that, but never fail on your big dream or your one goal, whatever that may be.

Tracy: That's so awesome about HSN. I was on QVS about ten years ago. Gosh, maybe more than that now, 2006 maybe. Gosh, where does the time go? So funny. What was that experience like for you? Because I know a lot of designers ask about being on shows like that and I'm like, "There's trade-offs. It's awesome if it sells out, but there is a lot of risk involved in it and you have to produce a lot of volume." I know HSN, from what I've heard from my friends, I don't know that as a fact now, they typically would test something in a little bit lower volume than a company like QVC and they are like more supportive of smaller business. Talk about that experience and what that pitch was like and selling out. Because I think you were just on a show again, if I'm not mistaken.

Abby: Yes, I was actually. Today is Wednesday, I was actually on last week Thursday and then Monday night of this week.

Tracy: Boy, that's amazing.

Abby: It's been a crazy fall, yes. But yes, HSN I feel like is a very good kind of breeding ground for smaller brands. They welcome smaller brands. They love showcasing inventors and entrepreneurs and those sorts of smaller, lesser-known companies. I had like I said, pitched Minnie Grossman at a event in New York and she took it back, that was in September. Then I started, my first on-air experience was in January of 2016. I'll tell you it was an out of body experience. When I worked in corporate America, I had a hard time introducing myself in a room bigger than three people. I just didn't like public speaking, I





was really uncomfortable in the spotlight. I much prefer to write versus speaking. When I was thrown into this opportunity, I literally had to remind myself that I asked for this. I went after this and I got it, and now I had to make the most of it. But I don't remember a thing from going on air. [laughter]

Tracy: Yes, totally. You get three minutes or something.

Abby: Yes. I think I had an eight-minute pitch, so that to me, I'm like, "That eight minutes was a freaking lifetime."

Tracy: That seems like forever.

Abby: [laughter] "What am I doing?" Thank God the host that evening, who I adore, Adam Freeman from HSN, he carried me through the segment. He just made me feel so comfortable.

Tracy: They are so good.

Abby: Yes, so it was thank God for him. Yes, so HSN, I'm in a unique position with them where they actually purchase my product and house it in their warehouse, and then sell it.

Tracy: Awesome.

Abby: Yes, so I know that's not a typical arrangement, or I don't know if it is or not.

Tracy: But that's what happened with me but I know that things have changed in ten years.

Abby: Yes. I know a lot of times like they...

Tracy: Mail the drop ship or something.

Abby: Yes, like to have it on consignment and drop ship it, and all that kind of stuff. I'm in a unique position where they actually place PO's and house inventory in their warehouse, which is phenomenal.

Tracy: You know, this is like total random sidebar, I love being on camera, I also love sales. I feel like in my next life I'm going to be like in HSN host, or maybe my next career.





Abby: Exactly. Oh my gosh, that's awesome. It takes a special breed, I think, to be a host. I mean the knowledge and the stuff you have to remember about products and doing the pitch and selling. I'm like, "Oh man, thank goodness they're on air with me."

Tracy: I think it starts to become like second hand too to them, and someone's also talking in their ear. They're not talking in your ear. You know that.

Abby: Yes, and other thing going on air, you have mic on and then you have the producer in your ear saying, "Camera two, camera four, camera five." You know, and I'm like, "Where the hell am I supposed to look?"

Tracy: They gave you the sound feed too? Like for me they only gave me the host. We're totally going on side bar here. Oh my God, love it.

Abby: Sorry. They talk in my ear. Oftentimes I'm looking in the wrong camera, because I'm like, "I just got to get through my pitch." I just needed to sell my product

Tracy: _____ at all.

Abby: Exactly.

Tracy: Exactly. Oh my God, that's so funny, I love it. You first launched this, your first attempt didn't go so well, you had to go back to corporate America. When was sort of tipping point that you were able to kind of say, "Okay, we got this going. I'm ready to quit for good and Vivian Lou is on its way?"

Abby: So I started in late November 2014, and in September of last year, so September 2016 I was able to pay myself, my lost corporate salary, and have done so every month since then.

Tracy: Amazing.

Abby: And bonuses when necessary. It's been a phenomenal journey, but I'll tell you the one thing that changed everything for me. It was Facebook ads. Again, I had tried my hand at Google Ad Words and Facebook Ads and a bunch of different advertising platforms, and going back to failure, I had failed every time, but I had recommitted myself in September of last year because I knew this was a phenomenal product, I knew women needed to try it. I stand behind it. I just encourage anyone who wears high heels to wear the product, and if it doesn't





work for them, we refund 100% of their purchase price. I just knew I needed to get the product and the word out. And so I started doing Facebook ads and for some reason, there were two ads that took off in September of last year, and we have not slowed down since then.

Tracy: Amazing. What were you doing, were you using video, or where you... What was the particulars of those ads?

Abby: So my brand really revolves around illustrated shoes, illustrated high heels, and so it was just a series of ads that showed one pair of high heels and illustrate a pair of high heels, and it said on the ad, "Wear high heels four times longer without pain" was one of them, and then finally "High Heels Without the Hurt" I mean so they were very, very simple static images.

Tracy: Solving a problem.

Abby: Solving a pain point. Yes, just gets directly to the pain point or the issue at hand. And then earlier this year I was toying around with Facebook Ads again, and I have a video where it honestly is just a presentation, like a PowerPoint, your key note presentation. I videoed, I recorded myself walking through the presentation, and that one took off like gangbusters.

Tracy: Really? Abby: Yes, it's nuts. I mean the ones that you think based on, this is another one of my soapbox moments, but oftentimes what the gurus or the specialists say work, you know niched down, niched down or do these lifestyle photos do all of this, for some reason, they don't work for me. What I do is take them what the gurus are saying or what conventional wisdom says, and I tend to do the opposite.

Tracy: Disrupter.

Abby: I don't niche on my ads, like my ads are set up for women aged 24-65+ in the United States who like shopping and fashion. That's it.

Tracy: There you go. That's your segmentation.

Abby: That's my segment, yes. And then I don't do lifestyle photos, I do illustrated graphics. I kind of flip the script on some things, and knock on wood; it's actually worked out pretty well for me.





Tracy: I can see how that would work for you brand thought, because it's really about solving a very specific problem, as opposed to someone who is buying like jewelry, where they're buying into a dream or fantasy life.

Abby: An experience or something

Tracy: Like the emotional connection, or something like that. It's a little bit different. I can see how it works, but this is like a great exercise in testing different things, because you never know. Someone said to me once, they're like, "Oh my God, your video ad was so great. It was disruptive, like I wasn't expecting it, and then all of a sudden you go into like 'Join this thing', and one minute you're saying karaoke and the next second it was..." No one wanted to, like my video, my ads people didn't want to use that for this thing that we're doing, but like everyone who saw it was like, "That's the best thing I have ever seen." So we might test it, we'll see. You just never know what can work. Encouragement to test things and be goofy and try something different.

Abby: Different. Yes, absolutely. Absolutely.

Tracy: Awesome, awesome. I love that. Okay, I don't even know where to go from here.

Abby: That's hilarious.

Tracy: I know growing your business has been full of a lot of challenges. Why don't you just tell us about some of the things that you've faced? You kind of took it over in 2014, it's now 2017. That's like a short-ish period of time, it's three years, it's not super long or short. But it wasn't till last year that you were able to really like actually get it off the ground enough in a way to do it full time. Why don't you share us some of the challenges you've faced?

Abby: Sure. I faced a lot of struggles in the beginning, and I recognize this. I was so hell bent on launching this product that really, in my head and my heart, nothing was going to stop me, but I quickly realized that I was stopping myself. I became aware that I was handcuffing myself for some reason, and I couldn't figure out why. There is a woman that I actually sold product to in my previous job, my full-time job at the time, and I felt like I needed to tell her that I was launching the side business, and so I called her up one day and she's like, "You know, I'm launching a side business too, and I think you're probably suffering from self-limiting beliefs around either money or making money, or something."





She's like, "That's what it sounds like to me." She's like, "I encourage you to go seek help." I was like, "I'm all up for whatever I need to do."

Tracy: Go seek help.

Abby: Exactly. She referred me to this EFT practitioner. Everyone who's ever tried EFT, it's a little woo-woo.

Tracy: Yes, it's totally woo-woo. You're like, "Why am I tapping myself?"

Abby: Yes. It's so funny. Anyway, I call up this guy, like, I have nothing to lose. I have this phenomenal product, I want to get it to market, I want to work on my business full time, but I know I'm stopping myself from doing so. I actually locked myself in the bathroom the first literally six months that I had phone sessions with him, because I was like, "God forbid anyone walk in this room and see me tapping on my forehead and all this kind of stuff." And I didn't even tell my husband either, I was like, "Greg's my new business coach." I didn't tell him he was my EFT practitioner. But at any rate, I had huge blocks when it came to money. Huge blocks, and I had no idea how deep they were and until I actually went through EFT. So having that kind of recognition, I was kind of hindering myself. I was more comfortable drowning in debt than I was seeing myself making money, which is so silly when you're a business owner, and you're starting this company he did make money and quit your corporate job. But I don't think that that's unusual actually, I think a lot of women in particular, which is unfortunate, struggle with money and seeing themselves making money and what not. But EFT has been the thing that has opened the door for me. I was struggling. I mean, I went in early 2016 I was maybe making \$1500 a month in sales.

Tracy: Wow. Early 2016 you're making \$1500 a month in sales?

Abby: A month. Yes. Then September came and that's when I started testing Facebook ads, and I closed the year with \$600,000 in sales.

Tracy: That is insane.

Abby: It's nuts.

Tracy: How did you handle that distribution?





Abby: So I had, luckily, my distribution is eight weeks out, or my manufacturing is eight weeks out, is and eight week lead time to get inventory into my warehouse.

Tracy: So you saw when those ads were working that you just started filling?

Abby: I started placing huge PO's. Those numbers, it's so funny how fast it happened, because like a month prior, those numbers, I probably would have passed out writing those numbers down on the PO, but I was literally operating from a new space. Something switched inside, I was like, "We're going to do this." We're over two million dollars in sales this year already.

Tracy: That is so awesome.

Abby: Yes, thank you.

Tracy: That's amazing, that's so great. Oh gosh.

Abby: So it's happened really, really fast, but again, I think it's dealing with those mental challenges, and once you release those, I think the sky's the limit, because you can just go where you want to go.

Tracy: So what's the motivating factor that allowed you to kind of take the risk to do this? You're booking \$1500 in sales, which is, you know, it's fine for a side hustle, but that's not going to support anyone's life for long term. Unless you live... It can in certain places in the world.

Abby: Right.

Tracy: You live in a more metropolitan area, I live in a city, that would be rough. What was the motivating factor that you to kind of take that risk to move to that next level?

Abby: I know this sounds silly, but there was like a burning desire in my body. It woke me up more nights than I care to remember. There was something in me or around me that said, "You are going to do this and you need to figure out how that's going to happen." I was determined to do this, and really, I know this may sound silly, the motivating factor for me and the reason why I went into business in the first place, was to get my kids on and off the bus, so that they did not have to go to daycare before school and after school. That continues to be





my motivating factor, and since I've grown the company, obviously I have the privilege of working from home and doing that, but as I grow and as I look to expand my business, I've transitioned from the goal of getting my kids on and off the bus to living and operating and peace and freedom. I've had a lot of people approach me about investor money and where I should be growing and why I need to open up wholesale and retail and all these different avenues, and I always keep going back to, "Is that going to add more headaches or is that going to add to living in peace and freedom?" and if it doesn't add to peace and freedom, then I don't do it.

Tracy: Yes, I mean, I totally get it; adding a retail store doesn't sound, and whole-selling doesn't sound like it's going to make your business any easier.

Abby: Right. And I still feel like there is so much runway with direct to consumer. I have since been granted the exclusive distribution rights worldwide. Right now my focus is operating, opening online channels in the U.K. and Canada. I think that's a much better route to go than doing wholesaleships or retail or those sorts of avenues. Yes, that's been my focus. It's my main driver now in my business, is peace and freedom. With that, I mean a lot of people in the e-commerce space in growing your business, everyone's like, "What's your exit strategy? What are you planning on doing? How soon do you want to sell?" And my mantra is I have fun, and I love what I do every day, I have no intent of exiting. I honestly don't.

Tracy: That's awesome.

Abby: Yes. I don't spend time worrying about an exit strategy, because I don't want to quit this yet.

Tracy: That's awesome. That's so amazing, I love it. Gosh, there's just so much here, I just, I was thinking when I was coming up with the questions for that, my sister used to be my operations manager at my first company, Tracy Matthews Designs, and she had this thing on her computer that said like, "Do something that scares you every day" How do you wake up kind of challenge yourself every day to kind move forward in your business?

Abby: It's a great question. Ironically, when I get comfortable, sales slow. I don't know if that's cyclical or mental or the universe is signaling something, but it's true. When I get comfortable in my business, sales slow. I'm constantly taking risks,





and the biggest risk at first was me flying to New York to pitch Mindy Grossman, then the second one was going on HSN. It's constantly... Sometimes is stepping outside of your comfort zone, and then the other times it's literally hurling yourself outside of your comfort zone to go see what the next step is. I feel like if you aren't constantly challenging yourself, or challenging your business, growth is hard. You honestly never know what's behind that corner or behind the next door. Sometimes there's nothing, sometimes you realize that that was not a good door to open, but then you can close it and move on to the next one. Always being open to ideas and trying new things, is I think, critically important. Especially if you want to grow your business.

Tracy: Amazing, amazing. Well you have a book that's coming out, or that just came out.

Abby: I do.

Tracy: Called *Strap on a Pair*. Why don't you tell us a little bit more about that? I love the title so much.

Abby: Sure. Oh, well, thank you. A lot of people are kind of taken aback by the title, but I'm like, "That's the point." Like I want you to do a double take. I wrote *Strap on a Pair*, and the subtitle is *A Middle Aged Middle Management Middle Class Mom's Quest for Something More*, and I wrote the book, it's a memoir of sorts from my journey being stuck in corporate America and then making it as an entrepreneur. It's raw, it's real, I don't hide anything. I mean, I share the moments where I'm in the fetal position crying under my desk. I mean it's not all glamorous going from a very small startup to a business. I wrote this book really to inspire women who feel kind of trapped in their day to day or daily grind and want to take that next step. I wrote the book to inspire them to take really just the first step, or of the next step toward their something more.

Tracy: The next step.

Abby: Whatever that is.

Tracy: Simple steps, that's what we say here in Flourish & Thrive Academy.

Abby: Yes, and it's so true. I feel like when people who aren't in the entrepreneurial space yet or have a dream and want to start something, they see entrepreneurs





like Gary V or some of these more masculine, like, "You gotta get in there grind and hustle and kill it and smash" and all these like masculine...

Tracy: Kill it!

Abby: Yes, and I feel like entrepreneurship doesn't have to be that way. Like you can go, yes, it's a lot of work, but it's not all hard, and if you take consistent action every single day, you'll get there. I feel like you can move at an intensity and a speed that feels right for you, you don't need to go all in and quit your corporate job and go into debt and all of these things to have a sustainable successful...

Tracy: Totally. That's so thank you so much for being on the show today, Abby. This was awesome, and I love her energy and I love talking to you, and so I know I'm going to have you back on the show, so thanks for being here.

Abby: Awesome, I'd love to.

Tracy: Alright, take care.

Abby: Thank you so much.

Tracy: Thank you so much thank you so much for listening to today's episode. Wasn't it awesome? Abby is just amusing. If you want to check out more about www.VivianLou.com, head on over to her website, we'll have that in the show notes over at episode, www.flourishthriveacademy.com/episode125. We also have a link to her book, *Strap on a Pair*, and some more ways that you can check out and reach Abby Walker. Anyway, thanks so much for listening today, I'm excited, let's make this holiday season rock you guys, you got a couple more weeks, let's get the sales in, let's work on some of these strategies, let's do something different to inspire people to think of your brand in a different way. Alright, until next time, this is Tracy Matthews signing off.

